

1951-52 Retail Sales Over \$14 Million

**\$66,200
In Taxes
Paid In**

Booming retail trade by Torrance merchants is reflected in municipal sales tax figures announced here by City Clerk A. H. Bartlett.

A volume of \$14,000,000 during the past fiscal year is indicated.

Total tax collected during the year was \$66,200.54. This figure exceeds by more than \$10,000 the \$56,065.63 recorded for the 1950-51 period.

Another huge increase in retail trade and sales tax receipts is expected during the current fiscal year by City Manager George Stevens.

His estimate of revenue from this source for this year is \$75,000. City sales tax rate is .005 percent. The state levies an additional .03 percent on all retail sales.

Keystone Bus Stops Get New Benches

As a project of the community welfare committee of the Carson Chamber of Commerce, four benches have been placed in strategic spots along the route of the bus line which serves the Keystone and Avalon-Carson area.

The benches were built by Dave Egan, chairman of the welfare committee and treasurer of the organization. Financial backers of the project were Ben Cluff, George O'Hara, Henry Blythe, Rolf Smith, Manuel Gonzales, and Egan.

The four benches have been placed at the intersections of Dolores and Sepulveda, Main and E. 223rd St., Main and Carson, and Avalon and Carson.

According to Alex Wysocki, president of the group, benches are slated for future installation at Avalon and 231st St., Panama and 231st St., and Panama and Sepulveda.

Additional benches will be built and installed where there is sufficient demand, he stated.

Growth of Chamber Told Here

President Bob Plomert, Jr., welcomed the 70th new member this year into the Torrance Chamber of Commerce this week.

In presenting a gold plaque symbolizing current membership in the Chamber to Mrs. Herman Tillim, of the new Torrance Personnel Agency, Plomert pointed out that far more than half of the Chamber's goal of 100 new

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CITY TO ANNEX 25 ACRES



The Largest Circulation Newspaper in Torrance and Lomita

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60,000 READERS

Phone Torrance 1185

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Southern Parcel Of Land Sought

Torrance City Council Tuesday night ordered City Attorney James Hall to draft an ordinance annexing a 25-acre strip of land along Western Avenue to the City of Torrance.

There were no protests lodged at the public hearing on the proposed annexation. It had been reported that residents and officials of both Lomita and Harbor City planned to enter protests.

The annexation is reportedly being made at the request of Jack Kettler, developer of Kettler Knolls and principal owner of the strip of land.

The land lies between the present east boundary of this city and Western avenue, extending south from 237th St. to approximately 246th St. It is now within the city of Los Angeles.

Hall said that the annexation would have to be approved by the Los Angeles city council before the annexation could be completed. The matter is now being studied by a committee of Los Angeles city department heads for recommendation to the council.

The proposed annexation, which would be the first here in more than a decade, would prevent the existing Torrance-Los Angeles boundary line from cutting through a new home development reportedly planned by Kettler.

CENTRAL PARKING HAILED

"Successful." This was the opinion expressed by hundreds of motorists and merchants regarding the experimental center-street parking installed last week on Cabrillo boulevard.

Not only did the new parallel parking in the center of Cabrillo provide for doubling the parking spaces from 30 to 60 on the avenue in the area of the experiment, but it tended to make traffic more orderly and less hazardous, it was said.

It has been suggested that the center-street parking program be carried on around to and including Torrance boulevard in the central traffic district, and to Carson street on Cabrillo.

It is expected that several hundred parking spaces can be provided with this program.

In the stretch being tested, there are 36 center parking spaces.

Curbside parallel parking cost only three parking spaces, there now being 27 parallel parking spaces in the area at the curb as against 30 diagonal parking spaces under the old program.

Summer School Students See Music Programs

A high school dramatics workshop organized under the adult education summer program has presented a number of performances for the elementary summer school students during the six week summer session.

This dramatics group under the direction of Desmond Wedberg took a program to each of the elementary schools consisting of musical numbers and a one act play entitled, "A Stone in the Road," according to Walter Rehwoldt, director of instruction.

Youth Bands Attend Santa Barbara Fete

"Miss Torrance of 1952," Miss Shirley Jeanne White, will make her first appearance as the "official hostess" of the City of Torrance on Thursday, August 7th, when she accompanies the Torrance Area Junior and Senior Youth Bands to Santa Barbara for participation in the annual "Old Spanish Days Fiesta," according to James Van Dyke, director of the Youth Bands.

The hundred members of both bands will leave the Civic Auditorium at 7 a.m., and return around 10 p.m.

URGENCY RULING PASSED

The City Council Tuesday night unanimously adopted an ordinance raising the square footage area of two bedroom houses from 800 square feet to 850 square feet, and the area of three bedroom houses from 800 to 980 square feet.

The ordinance, an urgency ordinance which requires only one public reading, was submitted by the Planning Commission one week ago, with a recommendation for approval.

It has been reported that the action may stop a \$5,000,000 home building program, or cause the developers to redraw their house plans.

Several tract maps now before the Planning Commission will be rejected because they do not comply with the new ruling, reports disclose. The ordinance became effective immediately upon passage by the Council Tuesday.

Section 3 of the new ordinance states as follows: The City of Torrance is now undergoing an exceedingly rapid residential expansion and in order to protect buyers of such residential property and also to provide for the general health, wealth and safety of the residents of the City of Torrance.

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Mill in Full Operation Today, Official Says

Contrary to rumors voiced this week, there was no delay for quake damage or any other reason, in the reopening of the local Columbia Steel plant.

"Furnaces 1 and 2 are being fired today, and 3 and 4 are expected to be fired Thursday," Don Hyde, director of industrial relations for the local mill, told the Press on Monday. "Our full crew should be on by Thursday," he stated.

For 1200 workers at the plant this means an end to the 55-day work stoppage.

Details of the final agreement which brought an end to the strike were disclosed this week.

Closed Shop Compromise Leaders of the striking United Steelworkers of America and representatives of the six major steel companies last Friday adopted a compromise measure on the closed shop issue, which had repeatedly

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Home Square Foot Minimum Hiked

Longren Addition Opened

State and local civic dignitaries were on hand Friday to witness the official opening of the \$95,000 addition to the facilities of the Longren Aircraft Co.

California Secretary of State Frank M. Jordan cut the wide ribbon across the door of the new manufacturing building, and several thousand persons toured the plant and administrative offices.

Held in conjunction with the opening was the quarterly Christmas party for employees. Under a profit-sharing system, employees, called associates, received bonus checks amounting to 24 per cent of the quarter's profits.

The "Christmas in July" theme was carried out in Yuletide decoration, and carols were piped through the plant over the public address system.

Production Up According to Hampden Wentworth, managing director of the firm, the production volume has risen from \$40,000 per month two years ago to \$247,000 during June, 1952.

Hampden attributes the tremendous production growth to the far-sighted industrial relations program instituted by the management of the firm.

"Productivity is an attitude," he states. "Our associates are production minded. They work with their brains as well as their muscles, no matter how routine the job."

Aircraft Parts Constructed of pre-cast concrete, the new building houses both the administration offices and shops. The modern, airy manufacturing center produces exclusively structural parts for aircraft.

Longren, now in its 13th year in Torrance, employs 240 persons, 80 per cent of them local residents, according to L. N. Aikman, industrial relations manager.

Chamber Membership Drive Nears Goal



CHAMBER GOAL—To increase membership by 100 during 1952 is well on its way to the finish line, as President Robert I. Plomert Jr. awards membership plaque to Mrs. Herman Tillim, 70th new member acquired this year. Mrs. Tillim will open the Torrance Personnel Agency on August 4th.

New Rule Halts Barrel Burning

Torrance will be a "safer and cleaner town in which to live", as the result of an ordinance passed recently by the City Council covering the use of back-yard incinerators.

Illegal now are the open barrels and cracked incinerators. Instead the incinerator for back-yard residential use must be made of non-combustible material, and must comply with the following rules:

1. Metal grate for ashes;
2. Opening with removable cover for taking out the ashes;
3. Permanently attached door which closes automatically when not held open;
4. Spark arrester to keep ashes from flying around;
5. Burning to take place only between the hours of 6 and 10 a.m.

L.A. Regulations Adopted upon the recommendation of Torrance Fire Chief J. J. Benner, the new ordinance will

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Dollar Days Slated Friday and Saturday

Thousands of people are expected to jam Torrance stores tomorrow and Saturday to take advantage of Dollar Day specials.

Merchants throughout the greater Torrance business area will have their best bargains displayed, and many stores will have extra help to take care of the shoppers' during the two-day sale.

Extra parking has been made available by creating center street parking along Cabrillo Ave. Merchants also pointed out that a large free parking lot is situated at the corner of Cravens Ave. and El Prado, across from the Civic auditorium.

Local Residents Tour Harbor With Councilman

Members of the 15th Councilmanic District Advisory Board, which includes prominent civic leaders from the Shoestring Strip, were guests of Councilman John Gibson on a recent harbor inspection tour.

Attending the hour-long water tour, which covered twenty miles of harbor front from Long Beach to San Pedro, were Mr. and Mrs. P. Vogler, Mr. and Mrs. J. Farrell, Mr. and Mrs. E. N. Reese, Mrs. Ada Green, Mrs. B. Fryback, Mrs. W. Sidwell, H. T. Under, and E. Rusk.

The local residents remained aboard ship for luncheon, presided over by Gibson.

Quickie

"Immediate results with only one ad. That's what I like about advertising in the Torrance Press," says Glen Price, of 1732 Andro Avenue.

"I ran a classified ad to sell a refrigerator and a range, and sold them, at my price, the very next day," he reported.

An inexpensive three-line ad in the Torrance Press got overwhelming results for this man, and it can do the same for you.

Here is the ad that brought such a quick sale for Mr. Price:

ONE 8 cub. ft. refrigerator. One Western Holly kitchen range. For info. Call 389.

Don't discard it. Sell it through the Press Classified section. Call Torrance 1185, and a courteous classified ad writer will take your ad.

Auto Deaths

On the local scene, Torrance Police Dept. reports that so far this year there have been six deaths as the result of traffic accidents.

Ask City Lot for Building

Youth Band Plans Music Center Here

A drive to build a music center for the Torrance Area Youth Bands will get under way in the very near future, according to James Van Dyke, director of the bands.

The City Council will be asked to grant a parcel of city-owned land to the youth group for the purpose of erecting a music building, Van Dyke disclosed.

Fund Drive The board of directors of the Youth Bands decided at a recent meeting to ask the city for land, and then launch a drive to raise funds for the construction of the building, he stated.

It was pointed out that over 125 young people receive weekly musical training and recreation through the band program. During the year the Youth Bands present many free concerts and parades, as well as acting as representatives of Torrance in numerous out-of-town engagements.

Rehearsal Hall

A letter to the council from Wm. E. Bowen, president of the Youth Bands, will point out the need for a large rehearsal hall, office space, and rooms for an expanding inventory of uniforms, instruments, and other music equipment, which is presently valued at \$13,000.

The bands have been using the Civic Auditorium for practice. However, because it is a public building and used by other groups, it is not always available, according to Van Dyke.

Avalon-Carson Bus Riders Get Benches



CHAMBER PROJECT—Residents of the Keystone and Avalon-Carson area will find new benches placed at various stops along the bus line serving that community. Shown loading the benches on a truck before delivery are Alex Wysocki, president of the Carson Chamber of Commerce (left), and David Egan, treasurer of the organization. Several more benches are slated for early installation, according to Wysocki.

'Our Town' Opens Tomorrow Night



CURTAIN TIME—Supervising Director Dan Desmond puts final make-up touches on Elaine Rehwoldt in preparation for the first performance of "Our Town," which opens for a two-day run tomorrow night at 8:15, in the Torrance High School auditorium. There is a cast of 30 in this centrally-staged production.

—Dollar Days This Week-End... Shop Here!—